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Collapse of Distinction contains many more examples and steps to take yourself to "Stand out from the crowd" - beginning with the three dangers every business faces when competing: 1. incremental differences, 2. new competition and 3. familiarity does not breed contempt it breeds complacency

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**The Collapse of Distinction: Stand Out**

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## **and Move Up While... Move Up**

According to McKain, the "collapse of distinction," copycat uniformity, or overwhelming sameness is a product of capitalism, affecting individuals and organizations to the extent that it results from incremental advancements, new competitors, and familiarity that breeds

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In conclusion, Collapse of Distinction is a business marketing manual that should inspire contemplation, reflection and the

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desire to take immediate action. Except for a minor editorial error in the final Executive Summary on page 205, which I suggest is irrelevant, I assign McKain's work an overall rating of 7, on a scale 1-10.

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## **Collapse of Distinction ...**

According to McKain, distinction in the marketplace has collapsed into beige uniformity, which results in the death of businesses. Businesses need to differentiate themselves to survive, and thrive. The Collapse of Distinction discusses the reasons for the collapse and

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provides action-steps for businesses to  
make themselves distinct.

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trees, it's just that these days, every tree looks exactly alike. From big box retail to fast food to insurance-no one stands out.

Distinction has collapsed into beige uniformity. And in today's tough economic times, this copycat uniformity is resulting in the death of businesses in every industry, says author Scott McKain. If a

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business is going to thrive, it has to rise above the fray. In this book, the author will help you understand the reasons behind the current quagmire of stifling sameness, and will give you the tools your company needs to step away from the competition.

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The must-read summary of Scott McKain's book: "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails". This complete summary of the ideas from Scott McKain's book "Collapse of Distinction" shows that instead of standardised products, customers crave distinction. They want

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products that stand out for all the right reasons because they are delivered by companies which are fanatical about creating a great customer experience. And this is especially true when the economy is down. If you can create distinction, you lift yourself above your competition and create the conditions which will allow you

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to charge more for your products and services. This summary teaches how to differentiate from the competition, even in tough economic times. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read "Collapse of Distinction" and discover how to

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insurance-no one stands out. Distinction has collapsed into beige uniformity. And in today's tough economic times, this copycat uniformity is resulting in the death of businesses in every industry, says author Scott McKain. If a business is going to thrive, it has to rise above the fray. In *The Collapse of Distinction*,

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McKain will help you understand the reasons behind the current quagmire of stifling sameness, and will give you the tools your company needs to step away from the competition. Endorsements "In challenging economic times, this is the one book every business owner MUST read. Collapse of Distinction is further

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evidence that Scott McKain is the premiere business communicator of our time. Not only has Scott produced extraordinary results in his own businesses by adhering to these principles, but he makes it simple for you to do so as well. By following the easily applied concepts from Collapse of Distinction, you will set

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the standard of excellence for your industry and make your competition irrelevant." -- Joseph Michelli, PhD, speaker, consultant, and author of *The Starbucks Experience*, *The New Gold Standard*, and *When Fish Fly*

"Differentiation is not an option in business. In a world where the word

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'commodity' has become the norm, Scott McKain clarifies the all-important (and all-profitable) strategy to become different, become distinct, and become dominant in your marketplace. Buy this book. Read it. And put it into practice." -- Jeffrey Gitomer, author of The Little Red Book of Selling "The primary need today is to

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constantly present ourselves as different from-and better than-those we compete with! Scott McKain's latest book, *Collapse of Distinction*, is a must-read for any professional or organization attempting to creatively differentiate from the competition. I predict this book will be a massive hit!" -- Don Hutson, co-author of

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In engaging, story-fille prose, McKain

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explains the four cornerstones of distinction, ending each chapter with a helpful executive summary.

Have you taken your business from good to great, only to find that “great” still isn’t cutting it? Are you making all the right moves in your career and still not

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receiving the recognition you have earned? Why do companies like Apple get all the attention, when you have difficulty getting anyone to focus on your efforts? In our homogenized world, companies in every sector—from big-box retail to financial services; from fast food to entrepreneurs—appear more and more

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alike, as do the tweets and LinkedIn pages of professionals across the country. But if people see you or your company as nothing more than a carbon copy of the competition, how can you expect to attract attention? Scott McKain's original approach to this problem, first captured in his book *Collapse of Distinction*, was

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conceived and written in the direct aftermath of the 2008 financial meltdown. His forceful case for the importance of distinction—finding success by setting yourself apart from the crowd—resonated with thousands of readers. To reflect the changing reality since that book's publication—and to incorporate new

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research and up-to-date examples—McKain, an internationally recognized expert on business distinction, has retitled and revised it as *Create Distinction*. Within these updated pages (including one entirely new chapter) you'll find a potent cure for similarity and uniformity—the primary killers of



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businesses and careers. In engaging, story-filled prose, McKain lays out the cornerstones of distinction and equips you with the specific tools and knowledge you need to stand out. Whether you're in the "C-suite" of a multinational company or just vying for your next promotion, you'll learn how to rise above the fray and make

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your work unmistakable. With this practical advice, you'll feel confident stepping up from the competition—and toward success.

or their surfaces can be translated without remainder into descriptions of objects that are neither material objects or surfaces of

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any material object. All of these claims have historically conspired to discredit Direct Realism. But Direct Realism can accommodate all of the premises of the three arguments without admitting any of their conclusions. Inferential perceptual knowledge assumes a kind of knowledge that is not inferential. Without this assumption

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tion, we are given a vicious infinite regress. But this is compatible with the fact that any case of non-inferential knowledge has a material object as its object. The fact of infallible perceptual awareness fails to discredit Direct Realism for similar reasons. Infallibility is a characteristic, not of the objects which

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we perceive, but rather of the acts by which we perceive them. And this permits an object of such awareness to be either material or something other than material. It does not follow from the fact of infallibility that the objects of awareness must be other than material objects. And, finally, the fact of translatability shows at

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most that we either can or must simultaneously perceive material objects and entities which are not material objects. It does not show that the perception of the one is the same as the perception of the other. The entire argument rests, as we shall learn, on an illicit assimilation of the notions of sameness and equivalence.

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While Your Competitor Falls

European thought is often said to be a gift to the rest of the world, but what if there is no gift as such? What if there is only an economy where every giving is also a taking, and every taking is also a giving? This book extends the question of economies by making a case for an

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"economy of thought" and a "political economy." It argues that all thinking and doing presupposes taking, and therefore giving, as the price to pay for taking; or that there exists a "cost of living," which renders the idea of free thinking and living untenable. The argument is developed against the Enlightenment directive to



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think for oneself as the means of becoming autonomous and shows that this "light," given to the rest of the world as a gift, turns out to be nothing.

When part of a person's body is separated from them, or when a person dies, it is unclear what legal status the item of

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bodily material is able to obtain. A 'no property rule' which states that there is no property in the human body was first recorded in an English judgment in 1882. Claims based on property rights in the human body and its parts have failed on the basis that the human body is not the subject of property. Despite a recent series

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of exceptions to the 'no property rule', the law still has no clear answer as to the legal status of the body or its material. In this book, Wall examines the appropriate legal status of bodily material, and in doing so, develops a way for the law to address disputes over the use and storage of bodily material that, contrary to the current trend,

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resists the application of property law.

Wall assesses when a person ought to be able to possess, control, use, or profit from, his or her own bodily material or the bodily material of another person. Bodily material may be valuable because it retains a functional unity with the body or is a material resource that is in short supply.

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With this in mind, Wall measures the extent to which property law can represent the rights and duties that protects the entitlement that a person may exercise in bodily material, and identifies the limits to the appropriate application of property law. An alternative to property law is developed with reference to the right of

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bodily integrity and the right to privacy.

## Stand Out And Move Up While Your Compeion Fails

The diagnosis and treatment of the patient with critically impaired walking abilities present the busy physician with a formidable challenge. This book provides a comprehensive account of the various balance, posture and gait disorders, and of

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